Mid-Atlantic Regional Archives Conference

Film, Freedom, and Feminism

April 24-26, 2014 | Rochester, New York

Rochester, hand colored engraving. From the collection of the University of Rochester, Rare Books, Special Collections and Preservation Department.

Welcome to Rochester!

The Local Arrangements and Program committees welcome MARAC to the April 24-26, 2014, meeting in Rochester. As Susan B. Anthony and George Eastman implored you back at the fall MARAC meeting: YOU SIMPLY MUST COME TO ROCHESTER! Here in Rochester, we offer you the chance to explore a city with a vibrant past that served as the home for historical figures such as Frederick Douglass and a city celebrated for its rich history of innovation.

The Program Committee has assembled a diverse program filled with sessions to challenge and interest both archivists just beginning their careers and those with decades of experience. Many of the sessions focus on one or more of the conference's three Rochester-inspired themes, "Film, Freedom, and Feminism," but other sessions address a variety of additional topics as well. Beyond considerations of the sessions' content, the Program Committee has ensured that this conference program is bursting with new ways of presenting information and of teaching, including a hands-on Wikipedia edit-a-thon, roundtables, and many opportunities for audience interaction. The program looks at the archival enterprise broadly, sometimes focusing on history, sometimes on initiating a discussion to develop a new archives project, sometimes on little seen types of archival records. The aim here is to present a rich world of possibility for your consideration.

Because of the variety of themes and session formats, every session is identified with two tags: one that denotes the theme of the session and one that denotes its format. The thematic tags begin with a number sign (#) followed by one of the three themes, or by "Open" if the session does not focus on one of the themes. The format tags begin with an at sign (@) followed by the format type. Note that "Papers" refers to a session where different speakers present individual presentations. Because of the Program Committee's interest in an intensely interactive conference, each session description also includes information on the tags you should use when tweeting about the session: for example, "Tweet with #marac, #s1."

A view of downtown Rochester from Corn Hill Landing on the Genesee River. From the collection of the Rochester City Hall Photo Lab.

Conference participants will enjoy plenty of opportunities to network and exchange ideas during the sessions, coffee breaks, and at the Friday night reception.

Be sure to get up early on Friday morning, so you can hear Kathleen Roe, Vice-President/President-Elect of the Society of American Archivists, give a plenary talk on the future she imagines for our profession.

Although Rochester has many tasty food options, you'll want to stick around for lunch on Friday, as you'll have the opportunity to hear from Kathy Connor, the curator of the George Eastman House International Museum of Photography and Film, whose talk is titled "Turning Silver into Gold."

After Kathy's talk, join us for the Friday evening reception at the George Eastman House International Museum of Photography and Film. Current exhibits include *Kodak Camera at 125, Cameras from the Technology Collection,* and *Another Connection: A Testimonial to the Amish.* In addition to the museum's rotating exhibit, the house museum will be open for visitors.

While in town, make sure you leave time to visit local treasures and hear about the famous figures that made Rochester the vibrant city is has become. The Susan B. Anthony House, the Strong Museum of Play, Mount Hope Cemetery, and the University of Rochester's Rare Books, Special Collections and Preservation Department offer visitors opportunities for countless adventures and fun!

We look forward to welcoming you in Rochester!

Geof Huth
Susan Kline, Columbia University
Geoff Williams, University at Albany, SUNY
Tri-chairs, Program Committee

Lori Birrell, University of Rochester
Brian Keough, University at Albany, SUNY
Co-chairs, Local Arrangements Committee

PROGRAM COMMITTEE

Tri-Chairs

Geof Huth
Susan Kline, *Columbia University*
Geoff Williams, *University at Albany, SUNY*

Members

Sharmila Bhatia, *National Archives and Records Administration*
Kate Colligan, *Elsie H. Hillman Archives*
Kathleen M. DeLaney, *Canisius College*
Rachel Jirka, *The Society of the Cincinnati*
Michael P. Martin
Valerie A. Metzler, *Valerie Metzler Archivist/Historian*
Chloe Persian Mills, *Robert Morris University*
Jackie Rider, *New York University*
Cassandra A. Schmitt, *University of Maryland*
Jessica L. Wagner, *Adelphi University*

LOCAL ARRANGEMENTS COMMITTEE

Co-Chairs

Lori Birrell, *University of Rochester*
Brian Keough, *University at Albany, SUNY*

Members

Jodi Boyle, *University at Albany, SUNY*
Cheri Crist, *Rochester Public Library*
Nicole C. Dittrich, *Syracuse University*
Claire Enkosky, *Simmons Institute of Funeral Service*
Deirdre Joyce, *Central New York Regional Library Council*
Maija McLaughlin, *Fayetteville Free Library*
Amy Miller, *Buffalo and Erie County Historical Society*
Michelle Parmot, *Strong Museum*
Diane Riley, *Nazareth College*
Julie Rossi, *Strong Museum*
Jody Sidlauskas, *RIT University*
Jim Tammaro, *University at Buffalo, SUNY*
Alissa Zawoyski, *Penn State University*

Workshop Coordinators

David Ranzan, *Salisbury University*
Ilhan Citak, *Lehigh University*

Vendor Coordinator

Donald Cornelius, *New Jersey State Archives*

Program Editor

Emily Rafferty, *The Baltimore Museum of Art*

For additional conference information:
www.marac.info

Please bring a copy of this program with you, as it is the only one that you will receive!

SCHEDULE-AT-A-GLANCE

WEDNESDAY, April 23

6:00 pm – 8:00 pm . . . . . Registration

THURSDAY, April 24

8:00 am – 6:00 pm . . . . . Registration
9:00 am – 4:00 pm . . . . . W1 – Copyright Fundamentals for Archivists and Librarians
9:00 am – 4:00 pm . . . . . W2 – Project Management for Archival Processing
9:00 am – 4:00 pm . . . . . W3 – Introduction to Genealogy for the Unsuspecting Archivist
10:15 am – 10:30 am . . . . . Workshop Break
12:00 pm – 1:00 pm . . . . . Lunch on your own
1:00 pm – 3:00 pm . . . . . T1 – Mount Hope Cemetery
1:00 pm – 4:00 pm . . . . . W4 – Dating 19th-Century Portrait Photographs
1:00 pm – 6:00 pm . . . . . MARAC Committee Meetings
1:30 pm – 3:00 pm . . . . . T2 – Erie Canal / Subway Aqueduct
2:00 pm – 3:30 pm . . . . . T3 – The Strong
2:30 pm – 3:00 pm . . . . . Workshop Break
2:30 pm – 4:00 pm . . . . . T4 – Susan B. Anthony Museum and House
3:00 pm – 4:30 pm . . . . . T5 – University of Rochester's Rare Books, Special Collections and Preservation Department
3:30 pm – 5:00 pm . . . . . T6 – Genesee Brewing Company
6:30 pm – 9:00 pm . . . . . MARAC Steering Committee Meeting
9:00 pm – 12:00 am . . . . . Hospitality Suite

FRIDAY, April 25

7:30 am – 6:00 pm . . . . . Registration
8:00 am – 9:15 am . . . . . Continental Breakfast
8:30 am – 9:00 am . . . . . MARAC New Member Orientation
8:30 am – 4:30 pm . . . . . Vendor Exhibits
9:15 am – 10:15 am . . . . . Plenary Session
10:15 am – 10:30 am. . . . . Break
10:30 am – 12:00 pm . . . . S1 – S5 Concurrent Sessions
12:15 pm – 1:45 pm . . . . . Lunch
1:45 pm – 3:15 pm . . . . . S6 – S10 Concurrent Sessions
3:15 pm – 4:00 pm . . . . . Break
3:30 pm – 4:00 pm . . . . . State Caucus Meetings
4:00 pm – 5:30 pm . . . . . S11 – S15 Concurrent Sessions
6:00 pm – 8:00 pm . . . . . Reception
8:30 pm – 10:00 pm . . . . . Networking Ice Cream Social
9:00 pm – 12:00 am . . . . . Hospitality Suite

SATURDAY, April 26

7:30 am – 1:00 pm . . . . . Registration
8:00 am – 9:30 am . . . . . Breakfast and Business Meeting
9:45 am – 11:15 am . . . . . S16 – S20 Concurrent Sessions
11:15 am – 11:30 am . . . . . Break
11:30 am – 1:00 pm . . . . . S21 – S24 Concurrent Sessions
2:00 pm – 3:30 pm . . . . . T7 – Genesee Country Village and Museum

Conference Overview and Special Events

WEDNESDAY, April 23

6:00 pm – 8:00 pm . . . . . Registration | *Alcove*

THURSDAY, April 24

8:00 am – 6:00 pm . . . . . Registration | *Alcove*
9:00 am – 4:00 pm . . . . . Workshops | *SEE PAGES 8 - 9*
1:00 pm – 5:00 pm . . . . . Tours | *SEE PAGES 6 - 7*
1:00 pm – 6:00 pm . . . . . MARAC Committee Meetings | *All committee chairs should contact their members before the meeting to provide meeting times and prepare agendas*
6:30 pm – 9:00 pm . . . . . MARAC Steering Committee
9:00 pm – 12:00 am . . . . . Hospitality Suite

FRIDAY, April 25

7:30 am – 6:00 pm . . . . . Registration | *Alcove*
8:00 am – 9:15 am. . . . . Continental Breakfast | *Grand/Regency Foyer*
8:30 am – 9:00 am. . . . . MARAC New Member Orientation
8:30 am – 4:30 pm . . . . . Vendor Exhibits
9:15 am – 10:15 am. . . . . Plenary Session | *Grand D*

Catching Fire: Moving the Profession Forward

Kathleen Roe, *Vice-President/President-Elect of the Society of American Archivists*
Kathleen Roe has written and taught on the subjects of advocacy and has written the standard text on description for the profession. Roe has also served as the president of the Council of State Archivists (CoSA), chaired CoSA's Government Relations Committee, and received several NEH/Mellon fellowships. In her talk, she will look back at the development of the archives profession as she discusses the challenges facing today's archivists and provide insight into where the profession is headed. Before Kathleen takes over the reigns of SAA, come and listen to where she sees us going next.

10:15 am – 10:30 am . . . . . Break | *During the break, please visit with the vendors*
10:30 am – 12:00 pm . . . . . S1 – S5 Concurrent Sessions | *SEE PAGES 10 - 11*
12:15 pm – 1:45 pm . . . . . Luncheon | *Grand ABC*

Turning Silver into Gold

Kathy Connor, *Curator of the George Eastman House and the George Eastman Legacy Collection*
For the last 25 years, Kathy Connor has been responsible for George Eastman's 50-room mansion and a collection of over 200,000 artifacts relating to Eastman, the Eastman Kodak Company, and the history of Rochester. Connor is also a member of the Rochester Regional Library Council Local History Committee and the Woman's Network-United Way of Greater Rochester. In her talk, she will share highlights of Eastman's inventions and products that brought photography to the masses from Rochester, New York, and helped to create a new industry incorporating mass production, worldwide distribution, and marketing.

1:45 pm – 3:15 pm . . . . . S6 – S10 Concurrent Sessions | *SEE PAGES 11 - 12*
3:15 pm – 4:00 pm . . . . . Break | *During the break, please visit with the vendors*
3:30 pm – 4:00 pm . . . . . State Caucus Meetings | *Meet colleagues from your state, learn about MARAC, and share information about your institution. Everyone is encouraged to attend!*
4:00 pm – 5:30 pm . . . . . S11 – S15 Concurrent Sessions | *SEE PAGES 13 - 15*

6:00 pm – 8:00 pm . . . . . Reception

Join us for a fun-filled reception with refreshments at the George Eastman House International Museum of Photography and Film. Guests will be able to tour the house museum and view current exhibitions, including Kodak Camera at 125 and Cameras from the Technology Collection. MARAC gratefully acknowledges the University of Rochester's River Campus Libraries as a sponsor of the reception. Transportation will be provided from the hotel.

8:30 pm – 10:00 pm . . . . . Networking Ice Cream Social | Main Street Gallery

Are you new to MARAC? New to archives? A graduate student? Join MARAC officers and members of the Steering Committee for a networking ice cream social at the hotel after the reception. Drop by, grab some dessert, and make connections with the leaders of our profession!

9:00 pm – 12:00 am . . . . . Hospitality Suite

SATURDAY, APRIL 26

7:30 am – 1:00 pm . . . . . Registration | *Alcove*

8:00 am - 9:30 am . . . . . Breakfast and Business Meeting | *Grand D*

All conference attendees are welcome to attend the MARAC Business Meeting. You are not required to purchase the breakfast to attend. The Business Meeting starts 15 to 30 minutes after the start of the breakfast, depending on the needs of the MARAC chair.

9:45 am – 11:15 am. . . . . S16 – S20 Concurrent Sessions | *SEE PAGES 15 - 16*

11:15 am – 11:30 am . . . . . Break

11:30 am – 1:00 pm . . . . . S21 – S24 Concurrent Sessions | *SEE PAGES 16 - 18*

2:00 pm – 3:30 pm . . . . . Tour 7 | *SEE PAGE 7*

School of Information Studies
SYRACUSE UNIVERSITY

Cultural Heritage Preservation

The Certificate of Advanced Study (CAS) in Cultural Heritage Preservation at the iSchool prepares students to work with organizations such as libraries, museums, national parks, and state and local agencies to preserve a wide range of cultural resources.

The CAS Offers:

- Digital approaches to heritage preservation
- Historic site preservation
- Management and interpretation of cultural resources
- Collection, preservation, and curation of archaeological artifacts, archival materials, ethnographic data, and museum collections

ischool.syr.edu/culturalheritage
igrad@syr.edu

Registration and pre-payment required. All tours leave from the Hotel Lobby unless otherwise noted.

THURSDAY, APRIL 24, 2014

T1. Mount Hope Cemetery
Time: 1:00 pm – 3:00 pm

Fee: $5.00
Minimum registration: 5
Maximum registration: 25

Rochester's Mount Hope Cemetery was dedicated in 1838 and is America's first municipal Victorian cemetery. Set in a picturesque landscape formed by retreating glaciers, it features 82 mausoleums, Egyptian obelisks, angels of mercy, a Florentine cast-iron fountain, stone chapels in Gothic Revival style, a Moorish gazebo, and infinitely varied tombstones marking 350,000 graves covering 196 acres. Bring your walking shoes for this leisurely walk through the Cemetery accompanied by a guide who will discuss local history, Victorian symbolism, and geology. There will stops at the graves of Susan B. Anthony, Frederick Douglass, Hiram Sibley (Western Union), and many other notable people.

T2. Erie Canal/Subway Aqueduct
Time: 1:30 pm – 3:00 pm
Fee: $5.00

Minimum registration: 5
Maximum registration: 15

Journey underground into the Erie Canal aqueduct, constructed of Onondaga limestone in 1842 to carry the canal over the Genesee River at what is now Broad Street. When the Erie Canal ceased operations in 1918, the canal bed was repurposed for Rochester's subway system, which ran from 1929 to 1956. Listed on the National Register of Historic Places since 1976, the aqueduct today features awe-inspiring graffiti by local artists—a unique blend of the historic and the modern. Meet in front of the Rochester Public Library's Rundel Memorial Building, 115 South Avenue.

T3. The Strong
Time: 2:00 pm – 3:30 pm

Fee: $15.00
Minimum registration: 4
Maximum registration: 30

The Strong is a highly interactive, collections-based educational institution devoted to the study and exploration of play. Join us for a behind-the-scenes tour of the Brian Sutton-Smith Library and Archives of Play, which holds scholarly works, professional journals, trade catalogs, children's books, comic books, manuscripts, personal papers, toy designs, and more. You will also tour collections from the National Museum of Play and the International Center for the History of Electronic Games. The fee includes an admission pass to the museum, which can be used within three days of the tour.

T4. Susan B. Anthony Museum & House
Time: 2:30 pm – 4:00 pm

Fee: $15.00
Minimum registration: 3
Maximum registration: 33

Susan B. Anthony is best known for her tireless efforts for women's suffrage but she was also an ardent abolitionist, education reformer, and labor activist. Tour attendees will learn about Anthony's activities at 17 Madison Street, the home she occupied during the 40 most politically active years of her life, and the site of her famous arrest for voting in 1872. The recently renovated house was also the site of her death in 1906 at age 86, following her "Failure is Impossible" speech in Baltimore.

T5. University of Rochester's Rare Books, Special Collections and Preservation Department
Time: 3:00 pm – 4:30 pm

Fee: $5.00
Minimum registration: 5
Maximum registration: 15

The Department is home to a lock of Frederick Douglass's hair, Susan B. Anthony's tea cup, and President Lincoln's inaugural address. It specializes in 19th and 20th century collections documenting local as well as national activist movements and the history of the university. This behind-the-scenes tour includes the reading room, storage areas, and current exhibitions. Attendees will have the chance to view treasures from the collections. After the tour, consider walking over to the Mount Hope Cemetery, adjacent to the university, and continue to explore Rochester's history.

Detail: Employees from Ward's Natural Science Establishment, December 11, 1894. From the collection of the University of Rochester, Rare Books, Special Collections and Preservation Department.

T6. Genesee Brewing Company
Time: 3:30 pm – 5:00 pm

Fee: $10.00; Includes one tasting at $2 per person
Minimum registration: 5
Maximum registration: 30

The Genesee Brewing Company represents the history, identity, and long tradition of brewing in Western New York. Located in a 9,200 square foot former packaging center, the Genesee Brew House, with its interactive museum and miniature brewery, sits at the nexus of this long tradition. The tour features an introduction to Rochester's brewing past as you stroll through the brewery with the Genesee brewmaster who will discuss the process of creating the labels for classics such as Genesee Cream Ale as well as experimental micro-brews, created and sold exclusively on site. Tastings are available in the tap room ($2/four beers).

SATURDAY, APRIL 26, 2014

T7. Genesee Country Village & Museum
Time: 2:00 pm – 3:30 pm

Fee: Free
Minimum registration: 10
Maximum registration: 30

Genesee Country Village & Museum features costumed interpreters in restored historic buildings recreating a 19th-century country village. It is one of the largest living history museums in the country and is located just outside of Rochester. The behind-the-scenes tour will feature a walk through historical buildings including the boyhood home of George Eastman, founder of the Eastman Kodak Company. The tour will conclude with a tour of the John L. Wehle Art Gallery's collection of wildlife and sporting art.

WE KNOW WHAT'S GOOD FOR YOU.
Because we know what's good for us.
As one of the nation's largest service bureaus, The Crowley Company has encountered every digital and analog preservation challenge imaginable. And we've succeeded using equipment, services and software that Crowley manufactures or represents. So, how do we know what will work for you? We use it first.
Capture Hardware | Imaging Services | ECM | Storage
Call today to see how Crowley capture equipment and services can enhance your archiving efforts
CROWLEY
240.215.0224
www.thecrowleycompany.com
MEKEL Technology
Wicks and Wilson
ZEUTSCHEL
InoTec
AGFA
Certifi
DIGITECH
HF PROCESSORS
extek
Microsystems
QIDENUS TECHNOLOGIES

W1. Copyright Fundamentals for Archivists and Librarians

Full Day Workshop: 9:00 am – 4:00 pm
Registration Minimum: 25
Registration Maximum: 40
Cost: $80.00

Instructor:
Peter Hirtle, *Cornell University*

Even in the best of times, the uncertain copyright status of archival and special collection materials makes many archivists and librarians uncomfortable. As more and more repositories think about making material available on the web, anxiety about possible copyright infringement increases. This workshop will explore what strategies special collections can follow to minimize the risks inherent when reproducing and distributing unique and/or unpublished material. Topics covered will include an introduction to basic copyright law and the Digital Millennium Copyright Act; exemptions to copyright, such as fair use and the specific exemptions for libraries and archives; methods for assessing the copyright status of materials; and issues associated with particular formats. Attendees should leave with a better understanding of the basics of copyright and be in a better position to work with senior administrators to establish a mutually acceptable level of institutional risk.

W2. Project Management for Archival Processing

Full Day Workshop: 9:00 am – 4:00 pm
Registration Minimum: 15
Registration Maximum: 25
Cost: $80.00

Instructor:
Vincent Novara, *University of Maryland*

This full-day workshop focuses on introductory techniques and common tools for project management. Workshop participants will learn how to establish, plan, implement, and execute archival projects, as well as define requirements, goals, and objectives. Attention will be given to strengthening prioritization skills and workflow planning as they pertain to processing projects executed by various levels of staffing. The workshop also pertains to interpretive projects such as exhibitions and digital initiatives. Furthermore, we will discuss how to apply these tools for the solo archivist. The day will feature a series of nine exercises in workbooks provided by the instructor, as well as a separate workbook of sample documents. A PowerPoint presentation displays all relevant information.

W3. Introduction to Genealogy for the Unsuspecting Archivist

Full Day Workshop: 9:00 am – 4:00 pm
Registration Minimum: 15
Registration Maximum: 25
Cost: $80.00

Instructor:
Mary K. Mannix, *Frederick County Public Libraries*

Archivists have often had very ambivalent relationships with genealogists even though family historians are the primary patron base for many institutions. Those institutions that are not frequented by genealogists regularly utilize family search methodology, whether they know it or not, for such regular tasks as researching donors and writing finding aids. The more archivists know about basic genealogy, the better prepared they will be to locate information on any person, dead or alive. This workshop will provide a crash course on how to handle the "pesky" family historian and provide an overview on basic genealogy methodology. The most popular online tools and subscription databases will also be discussed. You may find that genealogists aren't that bad after all and that you actually may have collections that will interest this misunderstood, yet very supportive, clientele. Just as genealogists are advised to understand the world of archives and learn to talk our talk, perhaps it is time we all learned to talk genealogy.

W4. Dating 19th-Century Portrait Photographs

Half Day Workshop: 1:00 pm – 4:00 pm
Registration Minimum: 15
Registration Maximum: 25
Cost: $45.00

Instructor:
Gary D. Saretzky, *Monmouth County Archives*

Old portrait photographs are often found without dates, but trained archivists can frequently estimate dates fairly precisely based on the type of photograph; sitter's identity and clothing; physical characteristics of the photo, including mounting styles and mount information; photographer; and other factors. The date may be needed

by researchers, but it is also helpful for cataloging and to confirm identification of the subject.

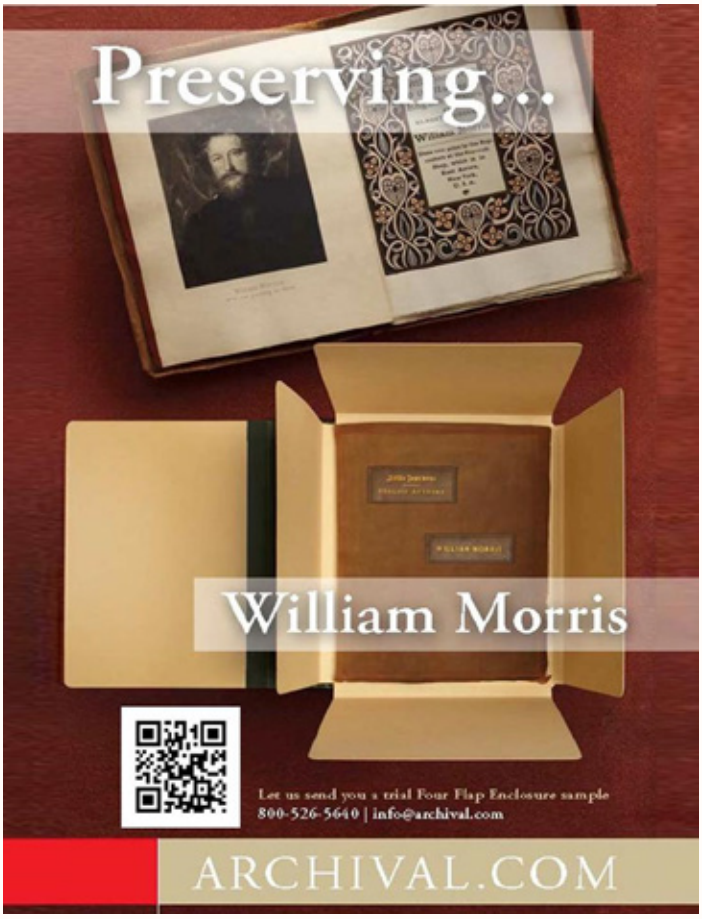
In this half-day workshop, the presenter will explain major types of 19th century photographic processes used for portraiture, indicate when they were popular, and teach techniques for dating photographs. Participants will learn how to use a micrometer to measure mounting board thickness. Slide presentations with several hundred examples will show dated cartes-de-visite, cabinet cards, and ferrotypes to help participants learn how the look of such images and their mounts evolved between the 1850s and 1900. The presenter will also bring vintage examples of the various processes and discuss how to identify and date them. After the lecture, participants will break up into pairs and try to date original examples using the micrometer and handouts with dating tips. The presenter will provide published references helpful for dating photographs and a bibliography of relevant publications and websites. Although not the main focus, the presenter will also provide guidance on the preservation of 19th-century photographs. Participants may bring examples from their own collections for analysis and discussion.

Backstage
LIBRARY WORKS

Dedicated to processing rare and fragile materials with the special care your archival collections require, **Backstage Preservation Services** is the expert source for all your **MICROFILM** and **DIGITIZATION** needs.

Stop by our table or visit us online to see how we can help with your next project.

PROVO, UTAH
BETHLEHEM, PENNSYLVANIA
1.800.288.1265
WWW.BSLW.COM



ArchivesSpace

Supported by the Archives Community for Archivists Everywhere

Become a Member Today

www.archivesspace.org

Concurrent Sessions

FRIDAY, APRIL 25 | 10:30 am – 12:00 pm

S1. The First Archivist: Professionalizing a "New" Archives

#Open @Papers | Tweet with #marac, #s1

Three archivists will share their experiences as the first career or staff archivist in their institution.They will discuss how they established their archives as essential elements of their organizations, created policies, worked with limited resources, and advocated for their programs. Panelists include a university archivist hired to establish the first archives of an 122-year-old institution, an archivist employed as the first full-time professional archivist of a Protestant denomination preparing to celebrate its 350th anniversary, and the first full-time career archivist of an international non-profit. Panelists will discuss lessons learned, continuing challenges, and survival tips for archivists who find themselves in a "new" archive.

Chair:
Alan B. DeLozier, *Seton Hall University*
Speakers:
Emily R. Cottle, *Delaware State University*
Russell L. Gasero, *Reformed Church in America*
Nicole J. Milano, *Archives of the American Field Service and AFS Intercultural Programs*

S2. Defining Your Product: Approaches to and Outcomes of Processing Audiovisual Collections

#Film @Roundtable | Tweet with #marac, #s2

This session will focus on methodologies for processing audiovisual collections. Special attention will be paid to the ways that data can be gathered during processing to support access, preservation planning, and decision making (including how to prioritize and how to assess the need for equipment), and reformatting. Katrina Dixon will address the challenge of reducing backlogs. Megan McShea will discuss a project that supported the processing of twelve archival collections. Joshua Ranger will consider the applicability of MPLP processing techniques to large audiovisual collections. After these presentations, the panelists will discuss the issues surrounding the processing of different audiovisual formats and collections.

Chair and Speaker:
Joshua Ranger, *AVPreserve*
Speakers:
Katrina Dixon, *New York Public Library*
Megan McShea, *Archives of American Art, Smithsonian Institution*

S3. Recognizing and Respecting Archival Materials Produced by and for the Blind #Freedom, #Feminism @Roundtable

Tweet with #marac, #s3

Speakers in this session will discuss the preservation of Braille archival materials and how preconceived notions about the format affect the way it is acquired, made accessible, and how funds are allocated for its preservation. This session will also highlight how tactile print systems for the blind engender autonomy and freedom of expression. Finally, the session will disclose a little known yet nationally

acclaimed Braille transcription program developed and run by middle-class women at a time when they were discouraged from working outside the home.

Chair:
Lisa J. Sisco, *Carnegie Museum of Natural History*
Speakers:
Molly Stothert-Maurer, *Perkins School for the Blind*
Anna Kresmer, *National Federation of the Blind*
Martha Berg, *Rodef Shalom Congregation*

S4. Potential for Collaboration: Donated Records Partnership Project

#Open @Roundtable | Tweet with #marac, #s4

While collecting institutions want to maintain and improve donor relations and grow their collections, they often lack the opportunity or resources to do so. Donations of records may not fit institutional missions, or institutions may lack the resources to support any donations. The speakers will present the idea for a proposed collaborative solution in which multiple institutions will build a shared resource. Instead of rejecting a proposed donation outright, speakers will discuss how to redirect donors to a more appropriate institution while simultaneously building robust collections and professional relationships. This forum will initiate a discussion of this proposed tool and seek volunteers to participate in its creation, development, and maintenance.

Speakers:
Meghan Ryan Guthorn, *National Archives and Records Administration*
Dawn M. Sherman-Fells, *National Archives and Records Administration*
Laura M. Poll, *Monmouth County Historical Association*
Beth S. Harris, *Hollins University*
William Casari, *Hostos Community College*

S5. Three Models of Cooperative EAD: Join a Consortium When You Are Having Difficulty Going It Alone

#Open @Papers | Tweet with #marac, #s5

The Five Colleges Consortium of western Massachusetts has collaborated for over ten years to create EAD finding aids for their historical records collections. New York State is embarking on a pilot initiative, NYEAD, hosted and sponsored by the New York State 3Rs Association, Inc., to develop a statewide EAD consortium. Virginia Heritage's 30 members have revamped their web presence and EAD infrastructure, and the group now seeks to commingle EAD data into its basic catalog searches. Speakers involved in these three cooperative efforts to encourage historical records repositories to create Encoded Archival Description will discuss their individual projects.

Suffragist and activist Susan B. Anthony. From the collection of the Rochester Public Library Local History Division.

Chair:
Michele Combs, *Syracuse University*
Speakers:
Jodi Boyle, *University at Albany, SUNY*
Bradley Daigle, *University of Virginia*
Peter Nelson, *Amherst College*

FRIDAY, APRIL 25 | 1:45 pm – 3:15 pm

S6. Make Access Happen: Help the National Archives Rethink Electronic Recordkeeping!

#Open @Directed Discussion
Tweet with #marac, #s6

The National Archives and Records Administration needs your help to conceptualize the future ideal of electronic information management. NARA wants a future that provides much faster and easier access to federal information than current electronic records management processes provide. NARA envisions scalable automated tools that can handle information capture, categorization, protection of restricted content, and anytime-anywhere access. This participatory session will consist of a short explanation of the project and goals followed by a facilitated discussion where attendees will generate new ideas.

Discussion Leader:
Meg Phillips, *National Archives and Records Administration*

Concurrent Sessions

S7. Forgotten Firsts: Women Lurking in the Archives

#Feminism @Roundtable
Tweet with #marac, #s7

This session will explore the lives of three pioneering professional women and the difficulties of finding and researching women in archives. Mildred Miles became the first director of the SUNY Buffalo Law School Library in 1936. Johanna Spector, an ethnomusicologist and documentary filmmaker, became the first female to be named to professorship at the Jewish Theological Seminary. Hazel Greenwald, a Hadassah board member and self-taught filmmaker, documented Hadassah's work in Israel. Through a panel discussion, the speakers will discuss how they pieced together these women's stories across different collections and repositories, as well as how archives can make these types of stories more accessible to the public.

Chair:
Pamela O'Sullivan, *SUNY Brockport*
Speakers:
Nicole Greenhouse, *Jewish Theological Seminary*
Shira Bistricer, *Jewish Theological Seminary*
Christine George, *University at Buffalo, SUNY*
Susan Woodland, *American Jewish Historical Society*

S8. Going Virtual! Extending the Reach of a Project Once Funding Ends

#Freedom @Papers| Tweet with #marac, #s8

The NEH Summer Seminar for School Teachers entitled "The Abolitionist Movement" received grant funds in 2012 to develop a digital resource and purchase video and audio equipment to enhance and document the popular program. Beginning with the goal of designing a single abolitionist research map application, the project now also includes a website that provides a virtual seminar experience, an abolitionist walking tour, and a YouTube channel of seminar speakers and historic site tours. Three speakers who have worked with this project will highlight how it can serve as a model for other similar projects that wish to extend their influence beyond their initial funding.

Chair:
Jennie Benford, *The Homeward Cemetery Historical Fund*
Speakers:
Richard Newman, *The Library Company of Philadelphia*
Nicole Scalessa, *The Library Company of Philadelphia*
Ben Wright, *Rice University*

S9. Assessing Assessment: Can Archival Processing Be Assessed (and Should It?)

#Open @Roundtable | Tweet with #marac, #s9

This session will address the emerging issue of how to assess the success of archival processing. How can processing be measured? Can processing's impact on use even be assessed? What is the difference between metrics and assessment? What is the difference between measuring processing output and its impact? What is the role of metrics in assessment of processing? The presenters will each briefly describe their experience, or lack thereof, with processing assessment and use of metrics, and then jumpstart a discussion through questions they have prepared for each other.

Moderator and Speaker:
Katy Rawdon, *Temple University*
Speakers:
Courtney Smerz, *Temple University*
Melanie Wisner, *Harvard University*

S10. Birds of a Feather: Web Archiving

@Open @Open Forum | Tweet with #marac, #s10

How do you archive a website? What tools can you use? Many archivists are interested in web archiving, but unsure of where to begin or what to ask. This session allows aspiring and experienced web archiving practitioners as well as anyone with an interest in the topic to ask and answer questions in an open, inclusive forum. Tessa Fallon, Chair of the SAA Web Archiving Roundtable and Outreach and Education Consultant for the Internet Archive will facilitate the discussion and provide a brief introduction to web archiving basics. Attendees will also have an opportunity to discuss how web archiving might pertain to their own institutions.

Discussion Facilitator:
Tessa Fallon, *Internet Archive*

BOOKS • DOCUMENTS • FINE ART • ANTIQUES
JOHN A. WOODS
Appraisers
www.johnawoodsappraisers.com
MACHINERY • EQUIPMENT • FURNITURE
631 MAIN STREET
EAST GREENWICH, RI 02818
PHONE (401) 885-1400
FAX (401) 885-6012
347 MAIN STREET
SOUTH WINDSOR, CT 06074
PHONE (860) 289-3927

Preservation Technologies
A world leader in collections preservation
Media preservation and deacidification products and services for your archival collections.
Bookkeeper
www.ptlp.com
The MediaPreserve
www.themediapreserve.com
1.800.416.2665 | 111 Thomson Park Drive, Cranberry, PA 16066

HOLLINGER METAL EDGE
Archival Storage Materials
We Care About Our Quality! We Care About Our Service!
We care About Your Professional Needs.
The Quality Source
hollingermetaledge.com
1•800•862•2228 1•800•634•0491

FRIDAY, APRIL 25 | 4:00 pm – 5:30 pm

S11. Wikipedia Edit-A-Thon

#Film #Freedom #Feminism @Edit-a-thon
Tweet with #marac, #s11

Have you found Wikipedia articles that could be expanded or improved, but you need help getting started? In this session, attendees will work collaboratively to contribute to one of the most popular websites in the world, Wikipedia. First, Leanora Lange will briefly introduce Wikipedia and provide a crash course in editing. Most of the session will consist of an edit-a-thon where participants create and edit content on any topic, including the collections of their home institutions. In keeping with the theme of the conference, participants will receive a list of categories related to film, freedom, and feminism for inspiration. Lange, who will lead the session, and Dominic McDevitt-Park both have deep experience editing on Wikipedia, and they will help participants gain new skills in this realm. **Each participant should bring a laptop in order to participate fully in the session.**

Leader and Facilitator:
Leanora Lange, *Center for Jewish History*
Facilitator:
Dominic McDevitt-Park, *National Archives and Records Administration*

S12. Enabling Action: Resources for Planning and Implementing Audiovisual and Digital Preservation

#Film @Papers | Tweet with #marac, #s12

Implementing an audiovisual preservation program can seem complex and overwhelming, but panelists in this session will discuss three new tools to make the process easier. Chris Lacinak will discuss COI: The Cost of Inaction Calculator, an open and free tool that helps organizations analyze the implications of varying levels of effort in preserving their audiovisual media. Yvonne Ng will discuss *The Activists' Guide to Archiving Video,* which walks users through practical steps for managing, storing, sharing, and preserving digital videos. Jefferson Bailey will talk about *Levels of Digital Preservation,* which provides a basic framework for organizations to manage and mitigate digital preservation risks.

Chair and Speaker:
Chris Lacinak, *AVPreserve*
Speakers:
Yvonne Ng, *WITNESS*
Jefferson Bailey, *Metropolitan New York Library Council*

Concurrent Sessions

S13. The Underground Railroad: South to North

#Freedom @Papers | Tweet with #marac, #s13

Speakers in this session will trace the Underground Railroad from the mid-Atlantic states to Canada. Christopher Densmore will discuss the Quakers' involvement in the Underground Railroad. Karolyn Smardz Frost will present her research into the lives of African Canadians who successfully made the journey to Canada in the antebellum period. Her 2007 book, *I've Got a Home in Glory Land: A Lost Tale of the Underground Railroad,* was the first book on African-American/Canadian history to win the Governor General's Award for Non-Fiction. Lea Kemp will talk about the use of library and manuscript materials to create an exhibition on the Underground Railroad in the Rochester region.

Chair:
Judith Wellman, *SUNY Oswego & Historical New York Research Associates*

Speakers:
Christopher Densmore, *Swarthmore College*
Karolyn Smardz Frost, *Acadia University*
Lea Kemp, *Rochester Museum and Science Center*

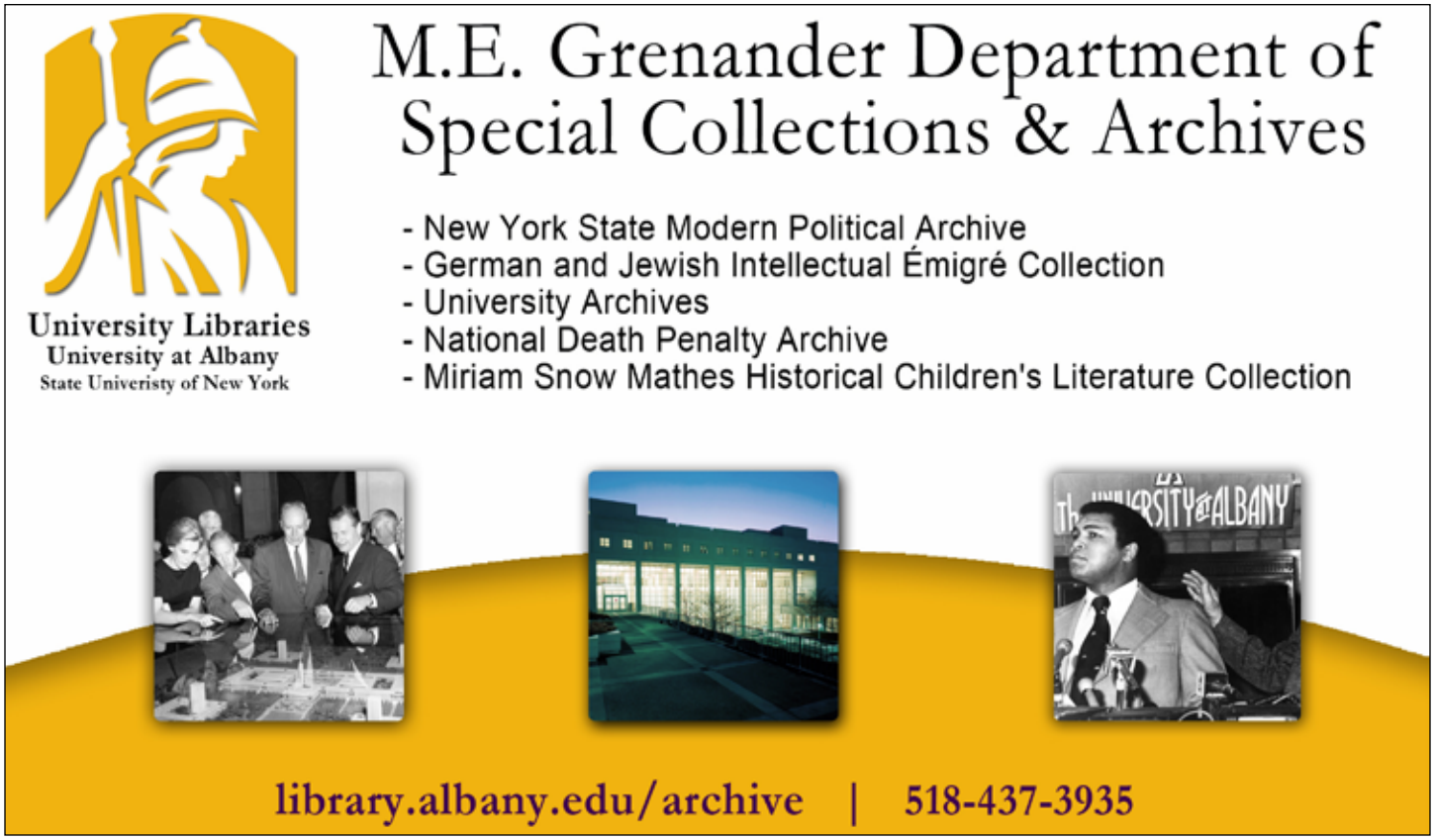
S14. Women in the Archival Record

#Feminism @Papers | Tweet with #marac, #s14

The history of western New York has been shaped by many women, and the speakers in this session will discuss their experiences collecting and describing archival records that help tell the stories of these women. Ann Montgomery and the Little Harlem Club of Buffalo, one of the city's oldest established African-American businesses, are documented primarily through ephemera. Erie County Legislator Joan Bozer preserved the records of her own governmental and activist work. The National Council of Jewish Women also saw the importance of documenting its social justice efforts. At Rochester Institute of Technology's Archive Collections, a collaborative project with students resulted in a symposium, an exhibition, and a book all documenting the history of women from the institution. And the University at Buffalo Archives established the Women's Archives Project to collect records on women's history in the region.

Chair:
Lillian Williams, *University at Buffalo, SUNY*

Speakers:
Amy Vilz, *University at Buffalo, SUNY*
Alison Fraser, *Buffalo and Erie County Public Library*
Danielle White, *University at Buffalo, SUNY*
Chana Kotzin, *Jewish Buffalo Archives Project*
Jody Sidlauskas, *Rochester Institute of Technology*


University Libraries
University at Albany
State Univeristy of New York
M.E. Grenander Department of Special Collections & Archives
- New York State Modern Political Archive
- German and Jewish Intellectual Émigré Collection
- University Archives
- National Death Penalty Archive
- Miriam Snow Mathes Historical Children's Literature Collection
library.albany.edu/archive | 518-437-3935

S15. Leaning In to the Archives: Women in the Archival Profession

#Feminism @Roundtable
Tweet with #marac, #s15

With the explosive popularity of Sheryl Sandberg's bestseller, *Lean In: Women, Work, and the Will to Lead,* we are overdue to take an in-depth look at women's experience as leaders within the archival profession. This structured panel discussion will provide a look into the role of women as managers and leaders and examples of how they respond to issues of mentoring, communication, life-work balance, advancement, salary negotiation, and, of course, learning to "lean in" to the archival profession.

Moderator:
Cheryl Stadel-Bevans, *U.S. Department of Housing and Urban Development*
SPEAKERS:
L. Rebecca Johnson Melvin, *University of Delaware*
Ashley Taylor, *University of Pittsburgh*
Danna C. Bell, *Library of Congress*

SATURDAY, APRIL 26 | 9:45 am – 11:15 am

S16. Stop Me If You've Heard This One: Reformatting Audiovisual Collections

#Film @Papers | Tweet with #marac, #s16

As many once common audiovisual formats quickly become obsolete, institutions must consider reformatting for long-term preservation. This session will consider reformatting of digital collections at three institutions. Robin Pike will focus on workflows for digitization, including budgeting, prepping the media, repurposing and gathering metadata during digitization, and performing quality control. Rona Razon will discuss the re-discovery of a film and its transformation from a home-movie video to an institutional and archival treasure. Bertram Lyons will concentrate on the ingest and management of audiovisual materials, touching on fixity and manifest management, content movement, metadata extraction, and preparations for access.

Chair:
Larry Weimer, *The Metropolitan Museum of Art*
Speakers:
Robin Pike, *University of Maryland*
Rona Razon, *Dumbarton Oaks Research Library and Collection*
Bertram Lyons, *American Folklife Center*

S17. Religion, Fraternal Groups, and Seeking Inclusion in American Society

#Freedom @Papers | Tweet with #marac, #s17

Historically, minority groups and people outside the mainstream have seen religious or fraternal organizations as a way to preserve their heritage and claim their place in American society. Denise Gallo will discuss the activities of Daughters of Charity nurses during the Civil War, the initial suspicion of their motives, and their eventual acceptance in an overwhelming Protestant nation. Vicki Weiss will describe the New York State Library's collection of Shaker Manuscripts before focusing on the Shakers' education of children. Sean Griffin will discuss his research into black Masonic lodges in 19th-century New York, which closely allied themselves with African-American churches while pursuing an agenda of political inclusion.

Chair:
Mark Shenise, *The United Methodist Church*
Speakers:
Denise Gallo, *Daughters of Charity Provincial Archives*
Vicki Weiss, *New York State Library*
Sean Griffin, *City University of New York Graduate Center*

S18. Pop Tarts: Images of Women in Pop Culture

#Feminism @Papers | Tweet with #marac, #s18

In a myriad of ways, women participate and are represented in mass media (television, film, magazines, advertising), fashion, popular music, comics, and performance art. Whether a popular form celebrates women, stereotypes them, or does both, understanding it teaches us much about women and women's culture in general. Drawing upon archival collections and research, this session features presentations about women and their role in various pop culture venues ranging from film to burlesque as well as the types of archival records pertaining to women in pop culture.

Chair and Speaker:
Jean Green, *Binghamton University, SUNY*
Speakers:
Wesley Chenault, *Virginia Commonwealth University*
Jenny Swadosh, *The New School*
Jennifer McDaid, *Norfolk Southern Corporation*

Concurrent Sessions

S19. Moving Archives: The Challenge and the Opportunity

#Open @Papers | Tweet with #marac, #s19

Moving an archives—the records, the equipment, the people—can be a great professional challenge, and archivists usually do this only once, so they have no opportunity to learn from prior experience. This session will provide case studies to help any archivist plan for a move. Theresa Altieri will discuss how a small staff moved 1,500 linear feet of archives and 15,000 volumes over the course of two months. Leslie Simon will discuss moving 90,000 cubic feet in a multi-facility renovation-and-move project. Daniel DiLandro will highlight the logistics of moving 8,500 linear feet of material while simultaneously dealing with retention policies, arrangement and description, and retrieval.

Chair:
Sarah Keen, *Colgate University*
Speakers:
Theresa Altieri, *Foundations of the Union League of Philadelphia*
Leslie Simon, *NARA at Philadelphia*
Daniel DiLandro, *SUNY Buffalo State*

S20. Describing Difference: Transparency, Methodology, and Diversity in Organizing Information

#Open @Roundtable | Tweet with #marac, #s20

This conversation will center on the ways students and emerging professionals can develop inclusive approaches to organizing information. The choices we make in selection, arrangement, and descriptive language shape the way users discover and perceive the records. Since these choices are inherently subjective, can we provide truly neutral, factual information about our collections? How can we offer transparency about the methods and assumptions that affect our work? To what extent can we avoid privileging certain types of materials and users? The speakers will reflect on these questions, drawing on experiences working with public broadcasting records, digital content management, archival cataloging, and more.

Moderator:
Anna-Sophia Zingarelli-Sweet, *University of Pittsburgh*

Abolitionist Frederick Douglass. From the collection of the Rochester Public Library Local History Division.

Speakers:
Angela Bradshaw, *University of Pittsburgh*
Joyce Homan, *Genealogical Society of Pennsylvania*
Alexander Berman, *Readers Digest*
Fobazi Ettarh, *Rutgers University*

SATURDAY, APRIL 26 | 11:30 am – 1:00 pm

S21. Field Work: Across Boundaries of Immigration, Gender and Film

#Film, #Freedom, #Feminism @Papers
Tweet with #marac, #s21

How do archivists help researchers search for the rich and important histories of people who lived in the shadows of society? What happens when proof they existed turns up smatterings of evidence that lead to a new sense of social conscience and advocacy? What happens when an archives thinks it has one collection that becomes so much more? Participants will discuss issues related to their research projects: academic work centered on an underdocumented suffragette turned Hollywood screenwriter, navigating a minefield of bureaucracy to film undocumented migrant workers at the height of immigration reform, and Victorian mores in a national disaster.

Chair:
Chana Kotzin, *Jewish Buffalo Archives Project*
Speakers:
Nancy J. Rosenbloom, *Canisius College*

Nancy Ghertner, *Independent Film Maker*
Charity Vogel, *The Buffalo News*

S22. Freedom of Speech: Documenting Social Uprisings and Political Protest Using Film and Audio

#Film @Papers | Tweet with #marac, #s22

This session will examine the use of archival film and audio to tell the stories of social uprisings and political protest in western New York. A filmmaker will talk about July '64, a PBS production that tells the story of a historic three-day "race riot" that erupted in two African-American neighborhoods in Rochester. A history professor will present her research about the 1964 Rochester uprising and her interviews for the Rochester Black Freedom Struggle Oral History Project. A documentary film producer will share the fascinating story of her archival research for her most recent documentary film, *Criminal Injustice: Death and Politics at Attica.*

Chair:
Phyllis Andrews, *University of Rochester*
Speakers:
Laura Hill, *Bloomfield College (New Jersey)*
Christine Christopher, *Documentary Film Director and Producer*

23. Censorship, Self-censorship, and Restricted Collections in Special Collections and Archives

#Open @Papers | Tweet with #marac, #s23

Institutions often have collections or incidents in their past that must be treated with great sensitivity and care when exhibitions are created or aspects of their history are discussed in public. Some collections have long-term restrictions on access, forcing curators to weigh the cost of preservation against their historical value. Donors and archivists may also have differing points of view about public exhibitions and access. Participants will discuss the public display of the Pan Am 103/Lockerbie Archives, controversial collections at a state college, restrictions on access to the records of the ACLU, and dealing with controversial moments in a university's history.

Chair:
Sarah Keen, *Colgate University*
Speakers:
Daniel J. Linke, *Princeton University*
Edward L. Galvin, *Syracuse University*
Jeremy Floyd, *SUNY Buffalo State*

Will you be the one to prevent your collection from entering the endangered species list?

Make HUDSON ARCHIVAL your partner in the effort to save your archives.

Hudson's hybrid services combine the 500-year life expectancy of preservation microfilm with the access benefits of digital images.

Call Toya Dubin at 845-338-5785 to seal the fate of your collection.

HUDSON ARCHIVAL

845-338-5785
hudsonarchival.com

WE HAVE A PASSION FOR PRESERVATION.

NY 3Rs

NY 3Rs ASSOCIATION, INC.
www.ny3rs.org

EMPIRE STATE DIGITAL NETWORK

new york heritage digital collections

new york <ead> >>> pilot project

The NY 3Rs Association serves the archives and archivists of New York State through statewide collaboration and professional development.

Visit our website, www.ny3rs.org, to read more about digitization and other projects.

Your institution may already be a member!

S24. Making Yourself Marketable

#Open @Roundtable | Tweet with #marac, #s24

How do today's graduates of library and/or information science schools get that first job and then earn a permanent position? How do people reentering the market ensure their skills are up to date? What do employers look for in potential archives employees? What common mistakes do people applying for jobs make in their applications or interviews? Two speakers who regularly hire full-time and project archivists will discuss these issues. Two other speakers will talk from the other side of the interview table: one who has held a succession of project archivist positions, and one who is new to the profession after holding internship positions.

Chair:
Philip B. Eppard, *University at Albany, SUNY*
Speakers:
Ben Primer, *Princeton University*
Celia Hartmann, *The Metropolitan Museum of Art*
Maria Holden, *New York State Archives*
Kerri Anne Burke, *The Winthrop Group, Inc.*

United States Marine Corps • American Archive Project • James M. Cox Foundation • United States Holocaust Memorial Museum • Louisiana Public Broadcasting • United Nations • Great Museums • NASA • Kamehameha Schools • Merck Pharmaceuticals • The Paley Center for Media • Carter Presidential Library • Mexico's National Council for Culture and Arts • Weather Channel • SalvationArmy • Smithsonian

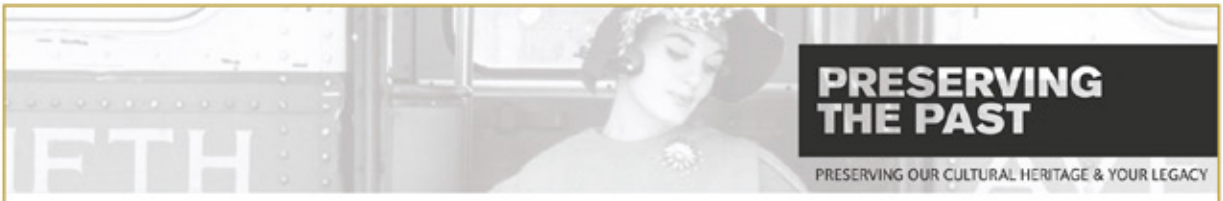
Learn what our distinguished clients already know

CRAWFORD MEDIA SERVICES, INC.

800-831-8029 • www.crawford.com • info@crawford.com

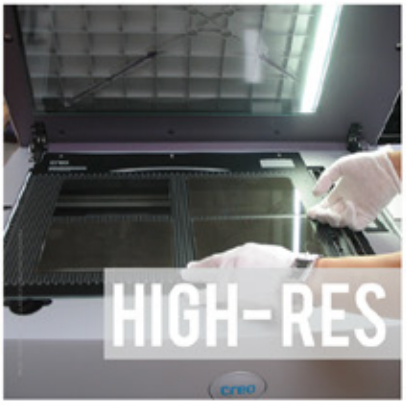
Migrate • Archive • Manage

RIVER CAMPUS LIBRARIES AT THE UNIVERSITY OF ROCHESTER
WELCOME THE MID-ATLANTIC REGIONAL ARCHIVES CONFERENCE
FOR THEIR SPRING 2014 MEETING: "FILM, FEMINISM AND FREEDOM" HELD IN ROCHESTER,
HOME OF SUSAN B. ANTHONY AND FREDERICK DOUGLASS,
AND THE BIRTHPLACE OF MAINSTREAM PHOTOGRAPHY
www.library.rochester.edu
MELIORA
UNIVERSITY of ROCHESTER



PRESERVING THE PAST

PRESERVING OUR CULTURAL HERITAGE & YOUR LEGACY

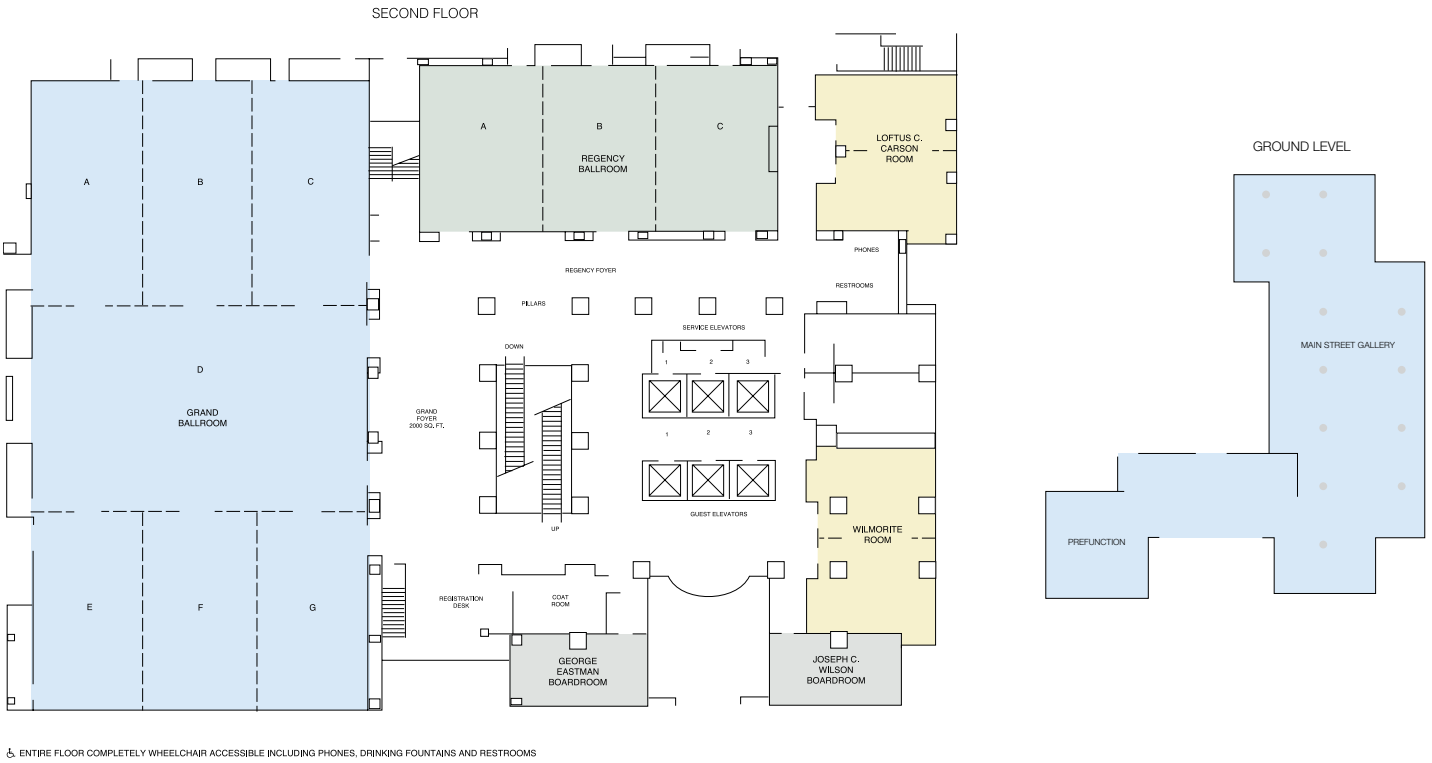


Preserving The Past, LLC
2290 East Avenue Rochester, NY 14610
www.preservethepast.com info@preservethepast.com
(585) 271-4774 Rochester, NY (818) 317-7147 Los Angeles, CA

Est. 1997

©2014. PRESERVING THE PAST is a registered trademark of Preserving The Past, LLC.

Hotel Registration



ENTIRE FLOOR COMPLETELY WHEELCHAIR ACCESSIBLE INCLUDING PHONES, DRINKING FOUNTAINS AND RESTROOMS

Hyatt Regency Rochester
125 E. Main Street
Rochester, New York 14604

Phone: 585-546-1234
Fax: 585-546-677

Website:
http://rochester.hyatt.com/en/hotel/home.html

Reservations may be made by phone or on the web at https://resweb.passkey.com/go/MARAC2014 by 5:00 pm on April 3, 2014. When registering please identify yourself as part of the MARAC group. All major credit cards are accepted.

The MARAC room rate is $123.00 per night, plus state and local taxes.

Check in is at 3:00 pm and check out is 11:00 am. There is complimentary Internet access in guest rooms and the public lobby areas of the hotel. Parking for hotel guests $5/day.

University at Buffalo
Department of Library & Information Studies
Master of Library Science
Studies in Archives
• Fully accredited by the American Library Association
• Affordable cost with assistantships and scholarships available
• Online and in person course delivery works with your schedule
• Three specialized courses provide students with formal training in archives and records management
• Opportunities for practical, hands-on experience through archival practicums and internships
• GRE not required for admission for non-international students
Apply online : gse.buffalo.edu/lis/choose
gse.buffalo.edu/lis | 716.645.2412 | lis-information@buffalo.edu
Graduate School of Education
University at Buffalo The State University of New York

Transportation and Parking

BY CAR:

From I-90 West

Take Exit 47 from I-90 East onto 490 East Bound
Follow 490 East to Exit #13 (Plymouth Avenue West). Turn right at the traffic light onto Plymouth Avenue. Go to the second traffic light and turn left onto Main Street. Continue through your fourth traffic light and you will see the motorcourt entrance to the Hyatt Regency Rochester on your right side.

From I-90 East

Take Exit 45 from I-90 West onto 490 West Bound
Follow 490 West to Exit #16 (Downtown-Clinton Avenue). Stay to your left on Clinton Avenue. At the third traffic light, turn left onto Broad Street. Follow Broad Street one block & turn right onto Stone St. At the end of Stone Street, make a left onto Main Street. Approximately 100 feet on your left, you will see the motorcourt entrance to the Hyatt Regency Rochester.

PARKING

The Hyatt Regency Rochester is connected to the South Avenue Parking Garage. Hyatt Guests use the South Avenue Parking Garage, which is managed and operated by Riverside Parking.

Self-Parking Directions:

From 490 West Bound

Follow 490 West to Exit #16 (Downtown-Clinton Avenue). Stay to your left on Clinton Avenue. At the third traffic light, turn left onto Broad Street. Follow Broad Street one block, follow the sign indicating to PARK HERE for Blue Cross Arena, Convention Center/Public Library, and turn right into the South Avenue Garage.

From 490 East Bound

Follow 490 East to Exit #13 (Plymouth Avenue West). Turn right at the traffic light onto Plymouth Avenue. Go to the second traffic light and turn left onto Main Street. Continue through your fourth traffic light, and you will see the motorcourt entrance to the Hyatt Regency Rochester on your right hand side.

Self-Parking for Overnight Hotel Guests

Overnight guests receive a discounted rate of $4.00 per night with in/out privileges.

Self-Parking for Non-Overnight Guests

Take a ticket when entering the garage and payment will be taken at the exit. All exit gates accept credit cards. If you need to pay cash, please utilize the payment kiosk located on level 2, to the left of the elevators next to the Hyatt entrance, or exit via the left hand South Avenue Exit.

The Daily Parking Rates are as follows:

Monday – Friday:
0-2 Hours: $2.00
2-3 Hours: $4.00
3-4 Hours: $6.00
4-5 Hours: $8.00
5-6 Hours: $10.00
6+ Hours: $10.00 (Daily Max)

Saturday & Sunday:
0-2 Hours: $2.00
2-3 Hours: $4.00
3-4 Hours: $6.00
4+ Hours: $6.00 (Daily Max)

Valet Parking

Valet parking is available via the Motor Court Entrance on East Main Street. Valet Charge: $13.00 per car, per night with in/out privileges. Valet is a more cost effective alternative if you plan on leaving the hotel on several occasions during your stay.

BY AIR:

The Greater Rochester International Airport is approximately seven miles from the Hyatt Regency. A free airport shuttle is available from the hotel upon request and is based upon availability between the hours of 6 am to 11 pm.

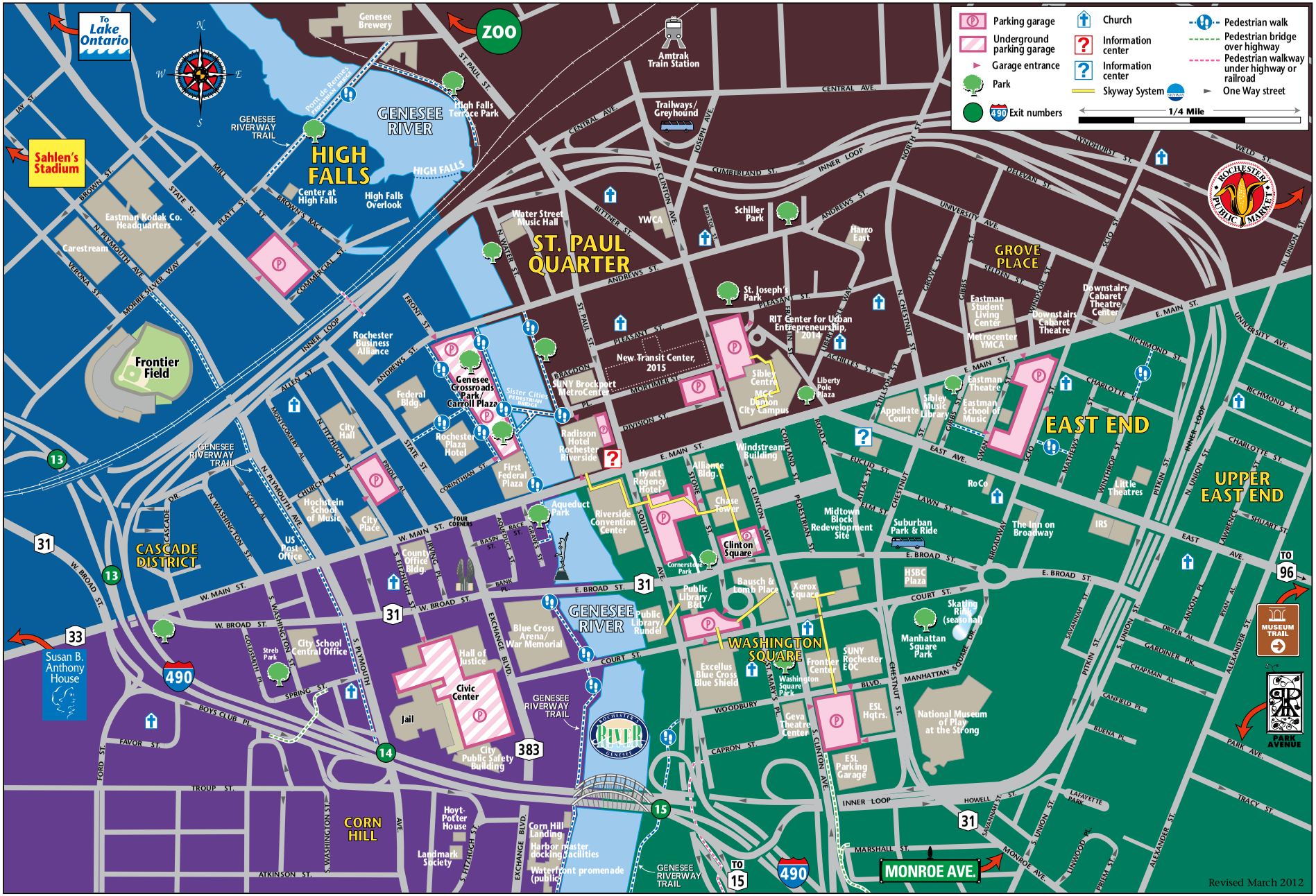
Arrival: When you arrive in Rochester, please call 585-546-1234, or use the courtesy telephones by the baggage claim area for pick-up.
Departure: Please contact the Bell Stand or Front Desk when at the hotel for availability and to schedule a departure. There is a shuttle that leaves at the top of every hour for return trips.

Airport taxi fares are approximately $25 each way.

** Southwest Airlines has non-stop round-trip flights from the Baltimore-Washington International Airport to the Greater Rochester International Airport with tickets starting at $180, plus tax.*

BY TRAIN:

Rochester's Amtrak station (ROI) is at 320 Central Avenue, two miles away from the Hyatt. Taxi fares are approximately $8 each way. A free shuttle is available to and from the hotel upon request.



DOWNTOWN INFORMATION CENTER
120 East Main St. (corner of St. Paul St.)
(585) 232-3420
Mon. – Fri. 10:00 a.m. – 4:00 p.m.
www.rochesterdowntown.com

Key to Center City Signage System

DOWNTOWN ROCHESTER

visitRochester
Information Center
open Mon. – Fri. 8:30-5:00, Sat. 9:00-2:00
45 East Ave. Fourth floor
585-279-8300
www.visitrochester.com

Registration Form

Name (to appear on badge): _____

Institution (to appear on badge): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

Please list any special assistance required: _____

Please check: **MARAC Member?** ☐ **YES** ☐ **NO** **New member?** ☐ **YES** ☐ **NO**

REGISTRATION

Postmarked by March 19:	___MARAC member - $75.00	___Non-member - $120.00
Postmarked March 20 – April 9:	___MARAC member - $85.00	___Non-member - $130.00
After April 9 (register on-site):	___MARAC member - $95.00	___Non-member - $140.00

___ Student Rate (please include photocopy of valid Student ID): $35.00

___ Saturday only registration rate: $40.00

Registration Fee $_____

WORKSHOPS *(Confirmations will be made by the MARAC Meetings Coordinating Committee)*

W1 Thursday – Copyright Fundamentals for Archivists and Librarians . . . . . # _____ @$80/person $_____

W2 Thursday – Project Management for Archival Processing . . . . . # _____ @$80/person $_____

W3 Thursday – Introduction to Genealogy for the Unsuspecting Archivist . . . . . # _____ @$80/person $_____

W4 Thursday – Dating 19th Century Portrait Photographs . . . . . # _____ @$45/person $_____

Note: Workshop size is strictly limited, and MARAC workshops often fill completely. Participants who register for a workshop will receive a confirmation note. DO NOT REPORT FOR A WORKSHOP UNLESS YOU HAVE RECEIVED NOTIFICATION.

TOURS

T1 Thursday – Mount Hope Cemetery . . . . . # _____ @$5/person $_____

T2 Thursday – Erie Canal / Subway Aqueduct . . . . . # _____ @$5/person $_____

T3 Thursday – The Strong . . . . . # _____ @$15/person $_____

T4 Thursday – Susan B. Anthony Museum & House . . . . . # _____ @$15/person $_____

T5 Thursday – University of Rochester's Rare Books, Special Collections & Preservation Dept . . . . # _____ @ $5/person $_____

T6 Thursday – Genesee Brewing Company . . . . . # _____ @$10/person $_____

T7 Saturday – Genesse Country Village and Museum . . . . . # _____ FREE

Please help us plan arrangements by checking the activities you plan to attend:

Friday Continental Breakfast . . . . . # _____ FREE

Friday Luncheon *(check entree choice):* ☐ Chicken OR ☐ Salmon OR ☐ Vegetable Turnover . . # _____ @$25/person $_____

Friday Reception at George Eastman House International Museum of Photography and Film . . . . . # _____ FREE

Guest Ticket . . . . . # _____ @$25/person $_____

Saturday Morning Breakfast before Business Meeting . . . . . # _____ @$20/person $_____

All Conference attendees are welcomed and encouraged to attend the business meeting without purchasing the breakfast.

Please list any dietary restrictions: _____

PLEASE CIRCLE THE PROGRAM SESSIONS YOU PLAN TO ATTEND:

S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 S15 S16 S17 S18 S19 S20 S21 S22 S23 S24

TOTAL $ _____

PAYMENT INFORMATION To pay by credit card, see www.marac.info for instructions. To pay by check, make the check payable to MARAC and mail with this form to MARAC, Dickinson College, P.O. Box 1773, Carlisle, PA 17013. Please note: MARAC cannot take purchase orders. No refunds for cancellations will be made after April 9, 2014.

MARAC

Dickinson College
P.O. Box 1773
Carlisle, PA 17013

PRSRT STD
US Postage Paid
CARLISLE PA
PERMIT #173

Name
Address
City State

Children's Pavilion, Highland Park. From the collection of the University of Rochester, Rare Books, Special Collections and Preservation Department.